



2024 SPONSORSHIP DECK



TYLER SHOEMAKER RACING



Mission Statement:

At Tyler Shoemaker Racing, we strive to excel at all that we do, from the shop to the race track. As we push to be at the top of each race, we will do so while honoring our morals and values. One of our top priorities is providing appeal, and one-on-one interaction with our fans. Tyler Shoemaker Racing maintains the highest level of engagement with all of our marketing partners.



TYLER SHOEMAKER

Tyler Shoemaker is a second-generation race car driver from Bloomington, IL. Tyler has traveled all over the Midwest to compete in nationally televised events with some premier open-wheel divisions. In his years racing, he has been a brand ambassador to many companies. While his goal has been focused on his driving duties, he takes major pride in his ability to connect with customers of the brands he represents.

Tyler Shoemaker started his driving career at the age of seven. The Tyler Shoemaker Racing "hot shoe" has raced everything from quarter midgets to 900HP sprint cars. A former quarterback at the University of Dubuque, Shoemaker won the UMARA Dirt Sprint Car Championship in 2005

Tyler has competed in : All Star Circuit of Champions, Interstate Racing Association, Midwest Open Wheel Association, USAC Midget Series, USAC Sprint Car Series, WAR Sprint Car Series, UMARA Midget Series, UMARA Sprint Car Series, POWRi West Midget Series, POWRi National Midget Series, Chili Bowl (2015, 2019, & 2023), and the first-ever midget car race at the Indianapolis Motor Speedway (2018)



“Measurable Return - ROI”

Builds Brand Awareness- Sponsorships with in-kind products are often cheaper than traditional advertising. It guarantees you an audience that needs your product.

Drive Sales- Driving sales goes together with brand awareness, and many sponsorship opportunities allow you to introduce consumers to your product in a way that encourages them to make a purchase.

Increases Reach- Strategic sponsorship encourages word-of-mouth marketing. Ideally, people who attend an event that you sponsor will have a positive interaction with your brand and continue to talk about your service or product.

Generates Media Exposure- For many companies, media coverage is expensive, and out of financial reach. However, you can capitalize on the media presence of that event.

Generates New Leads- You can connect with consumers who are actively in need of your services. You can also capitalize on the position and respect, associated with sponsorship, to showcase yourself and your product.

Differentiates Yourself from Competitors- Having exclusive sponsorship will set you apart from your competitors. This provides a direct relationship to the consumers.



20%

Age Demographic
18-34



Male : 76 %

Female: 24 %

24%

Age Demographic
35-44



Male : 79.3 %

Female: 20.7 %

28%

Age Demographic
45-54



Male : 81.4 %

Female: 18.6 %

19%

Age Demographic
55-64



Male : 88.2 %

Female: 12.8 %

9%

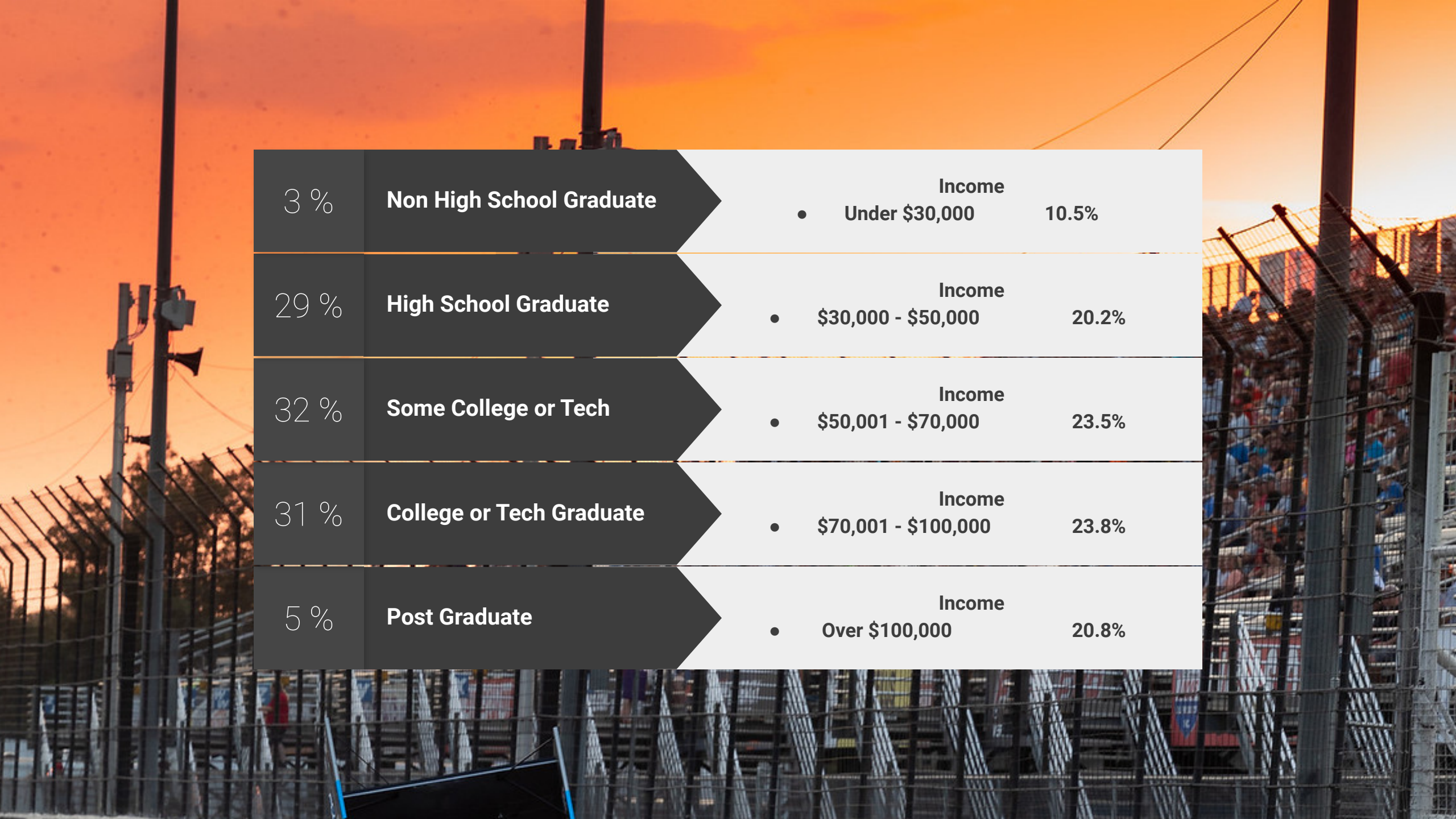
Age Demographic
65+



Male : 85.4 %

Female: 14.6 %





3 %	Non High School Graduate	<ul style="list-style-type: none">Income Under \$30,000 10.5%
29 %	High School Graduate	<ul style="list-style-type: none">Income \$30,000 - \$50,000 20.2%
32 %	Some College or Tech	<ul style="list-style-type: none">Income \$50,001 - \$70,000 23.5%
31 %	College or Tech Graduate	<ul style="list-style-type: none">Income \$70,001 - \$100,000 23.8%
5 %	Post Graduate	<ul style="list-style-type: none">Income Over \$100,000 20.8%



● OCCUPATIONAL CATEGORY

• PROFESSIONAL/MANAGER	22%
• TECHNICIAN/CLERK/SALES	20%
• CRAFT PRECISION	15%
• UNSKILLED LABOR	8%
• RETIRED/UNEMPLOYED	11%
• OTHER	24%

● I support companies who market teams and choose their products/services when possible...

• STRONGLY AGREE	43%
• AGREE	31%
• NEITHER AGREE NOR DISAGREE	22%
• DISAGREE	4%

● I often find out about local businesses because of marketing promotions at a race track...

• STRONGLY AGREE	26%
• AGREE	45%
• NEITHER AGREE NOR DISAGREE	25%
• DISAGREE	4%

● How many dirt track races do you attend annually?

0	1.3%
1 - 2	6.8%
3 - 4	10.5%
5 - 6	8.7%
7 - 8	5.9%
9 - 10	9.2%
11 - 12	6.1%
13 - 14	2.7%
15 - 16	5.7%
17 - 18	1.9%
19 - 20	2.7%
More than 20	38.4%

● On average, how far will you travel to attend sprint car events?

Less than 50 miles	9.1%
Up to 100 miles	21.0%
Up to 150 miles	17.0%
Up to 200 miles	14.9%
Over 200 miles	37.8%



“ACTIVATION”

So...what does sponsorship activation actually mean?

Sponsorship activation is what you do with what you own. Simple as that.

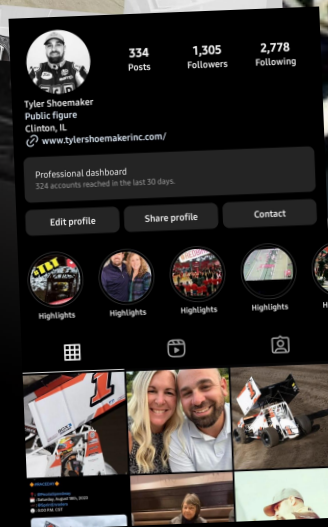
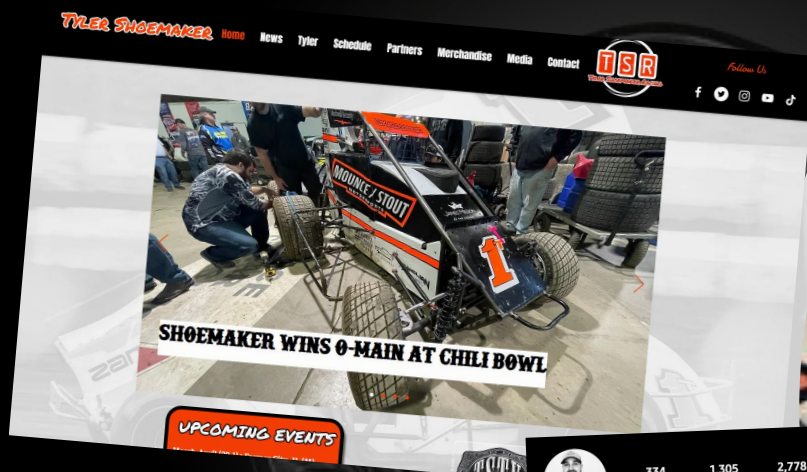
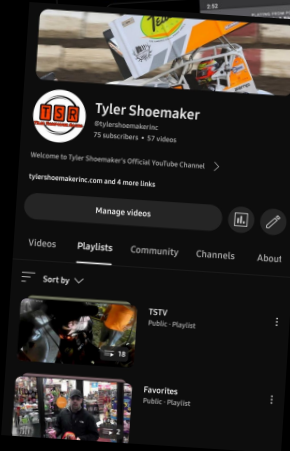
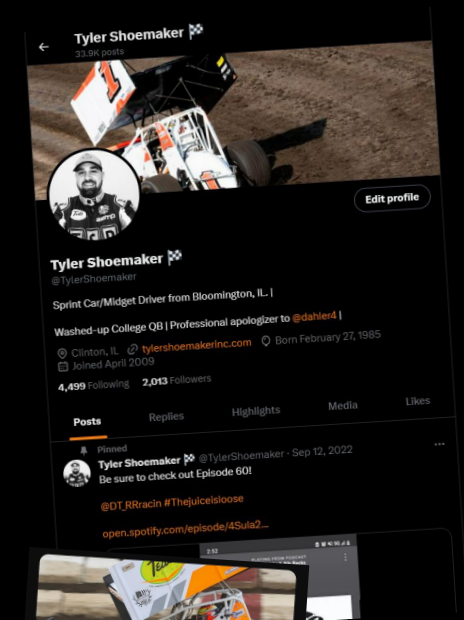
This can take many forms, but it is bringing your brand to life from things as simple as booth spaces at an event to more sophisticated programs like employee engagement initiatives, sales contests, once-in-a-lifetime experiences, and customer celebrations. The “what you have” portion is defined by the rights you acquired when you became the "official brand of the best event ever." When your brand sponsors something, what you bought is access to assets that exist on a particular platform. We help you maximize value out of the platform you gained access to, and to make sure the assets are continually developed over time. We strategize to help develop the right Sponsorship Activation Approach.



“B2B” Opportunities

- Differentiates your Brand
- Brand Association
- Employee Engagement
- Showcases your Products in a New Environment
- Partnerships with Other Brands
- Added Audiences
- Gives your Brand a Story to Tell
- Brand Engagement






CONTACT INFORMATION

- **Owner/Driver**
- **Tyler Shoemaker**
- **P: 309.706.4883**
- **E: tshoemaker1@gmail.com**

- **Public Relations**
- **Box3 Media**
- **P: 920.905.0268**
- **E: box3racing@gmail.com**

- **Team Manager / Sponsorship**
- **Billy Brazelton**
- **P: 479.295.7169**
- **E: brazeltonracing04@gmail.com**



A white and orange race truck is shown from a high angle. The truck has a large orange section on the top with a green oval logo that says 'Ted's'. Below this, the word 'SHOEMAKER' is visible. On the side of the truck, there are several logos, including a blue and red circular logo and the letters 'TSR'. The truck is parked on a dark surface.

**We thank you for taking time to review our marketing
partnership presentation.
We look forward to a WINNING relationship with you.**

